

Name: _____ Date: _____ Period: _____

Section 11.2

W I G A H W E V I T C E J B O G N I C I R P P H
S P S M F C Z R G X Z O S L P L P F E G L R V A
U Z D E T E C I R P T S I L H D I H T C I P A B
K L D C V Y L O S S L E A D E R G Z G C R X Y Q
T D K I I Z X M Q K H D V S U G S F E I W S M Y
D P U R C A S W X P Q X X P N G S D C D C O E C
D V G P D Y U R Y N V H B I M B I E Y I B Y F L
P G C E W E A G C B X O C F O S C N L G H N L L
R I R S I K C T Y P D I L J C E I Q Z K A M T Q
I V S A R U X E P V R O L R I I P E P Z F J N Z
C P A B C L N O P P T S I L X M D M K Z J I I B
E K F Y D Y V C Y T E M I W A V I X T T G L O A
F I V J Y E Z R R L I N L R B N A U V N C A P I
L H O E U N O J L N G V K L G Q J R I L I F N T
O R O M D T B I A C Q U E M G G Q G V M P P E A
O Z P J A A N T N V P E M P S U U V J D M C V N
R C O D O G I F W D C F B M R O C U M B L B E D
A O E B P O H F P I O T X I G I Z W S F S W K S
M R A R N A W C R O U Z U E A E C O D C E K A W
P T I O I Y X P X S T H C C O V V I D E Z Z E I
F C I C W Z D W O P O I G I W I X D N I R Q R T
E I G L B Y Q E E C R F U K I I Q Z J G O R B C
Z R U G N I C I R P L A C I G O L O H C Y S P H
H B N O I T I S O P O R P E U L A V M N G Y N W

Psychological Pricing
Deceptive Pricing
Break-Even Point
Price Gouging
Loss Leader
Markup

Price Discrimination
Pricing Objective
Bait and Switch
Selling Price
Base Price
Price

Predatory Pricing
Value Proposition
Price Ceiling
Price Floor
List Price